

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Provide product information
Code	107181L2
Description	This unit of competency (UoC) is applicable to the supporting staff of the corporate e-business units. It requires their understanding of the corporate product information and provides comprehensive product information to the customers.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand in detail of the corporate product information including:</p> <ul style="list-style-type: none"> • Function of the product • Price of the product • Basic structure of product • Quality and specifications of product • Application areas of product • Advantages of product • Precautions of using the product • Sales channel of product <p>2. Accurately deliver the corporate and product information</p> <ul style="list-style-type: none"> • Understand the key features of the products and explain concisely and precisely to the customers • Answer the potential questions about the products from the customers • Introduce the different e-business sales channels of the corporate <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Introduce the products based on its actual specifications. Could not exaggerate its function and applications. • Take reference to the Trade Descriptions Ordinance from the government to ensure the product information provided fulfill the legal requirements.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Comprehensively understand the product information • Deliver accurate product information
Remark	